

# Marin Municipal Water District

## Community Survey 2018

### Presentation

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Opinion Research on  
Elections and Public Policy

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# Top Issues

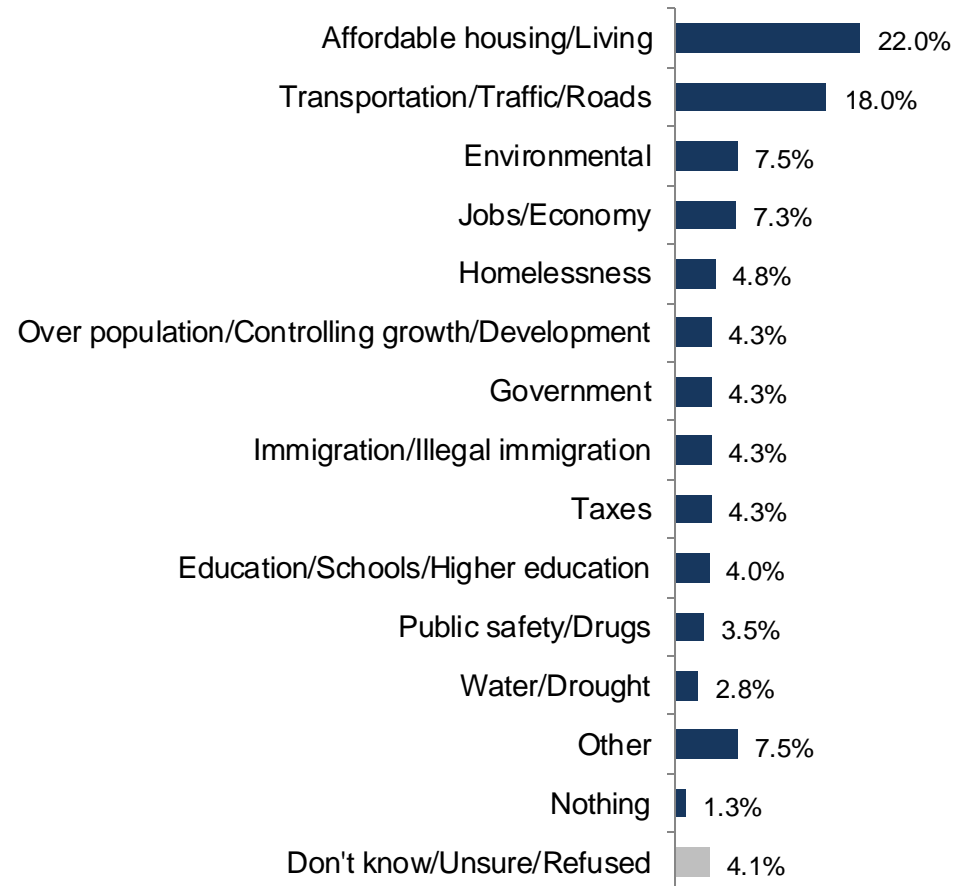
Open-ended question



# Affordable housing and traffic stand out

As top issues among respondents

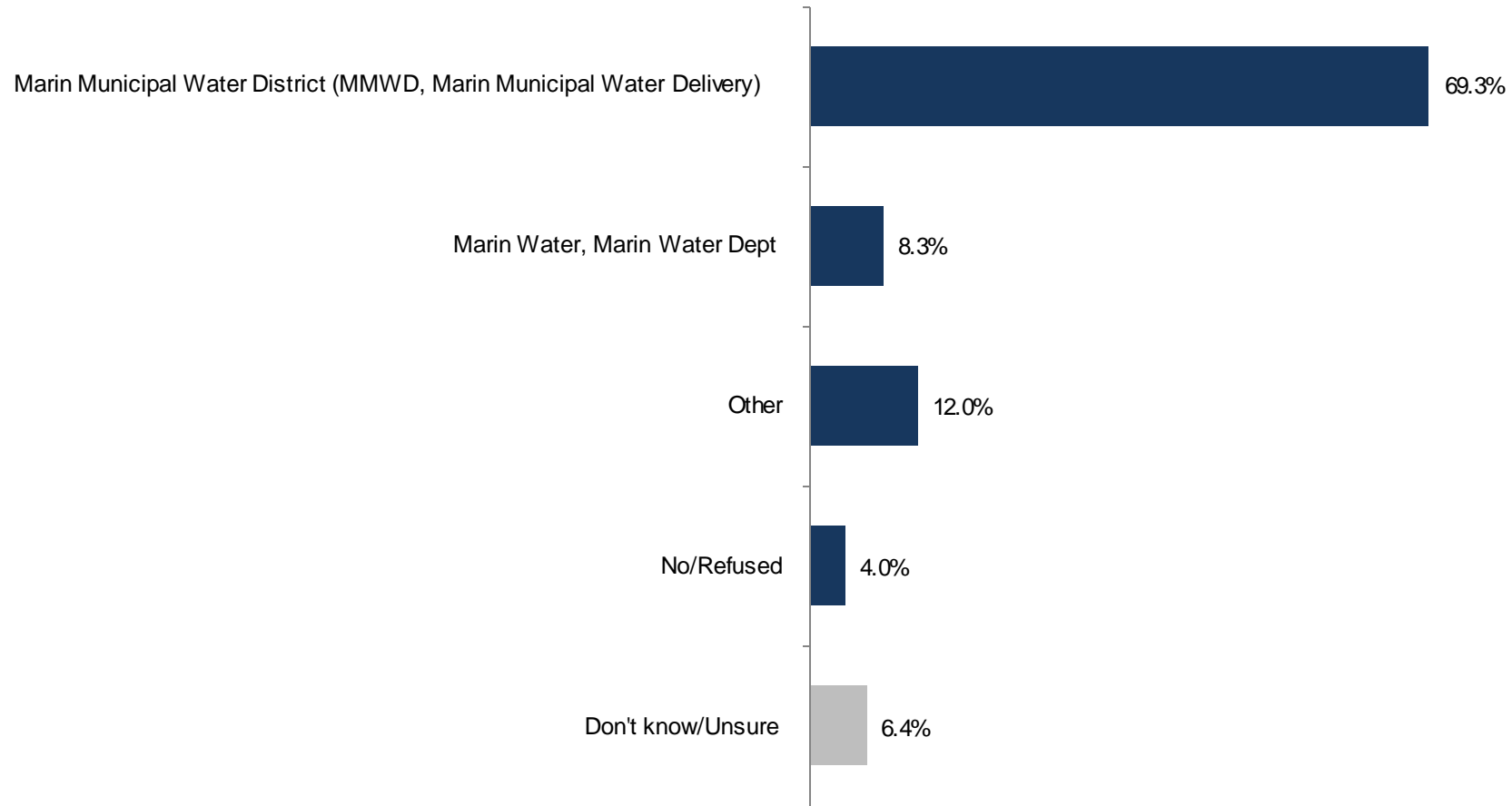
Question: What is the most important issue facing your community today?



# Respondent Knowledge of Water Source

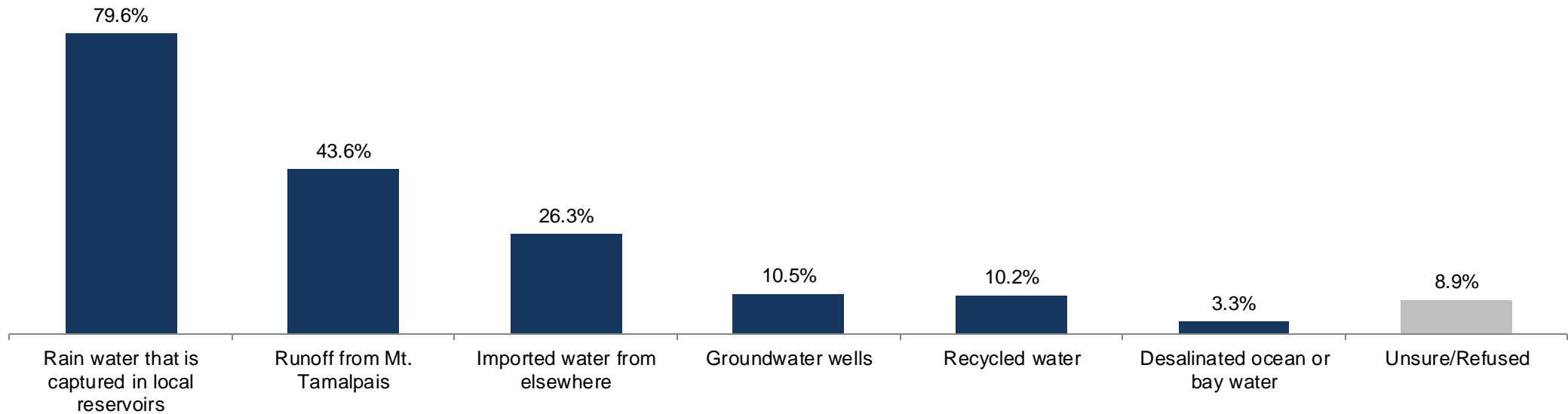
# Most respondents report that MMWD provides The water service for their home

Question: Can you tell me who provides the water service for your home?



# Most respondents say their water comes from Rain water that is captured in local reservoirs

Question: Where do you think the drinking water that comes out of your tap at home comes from? Choose as many as you like, or none at all.



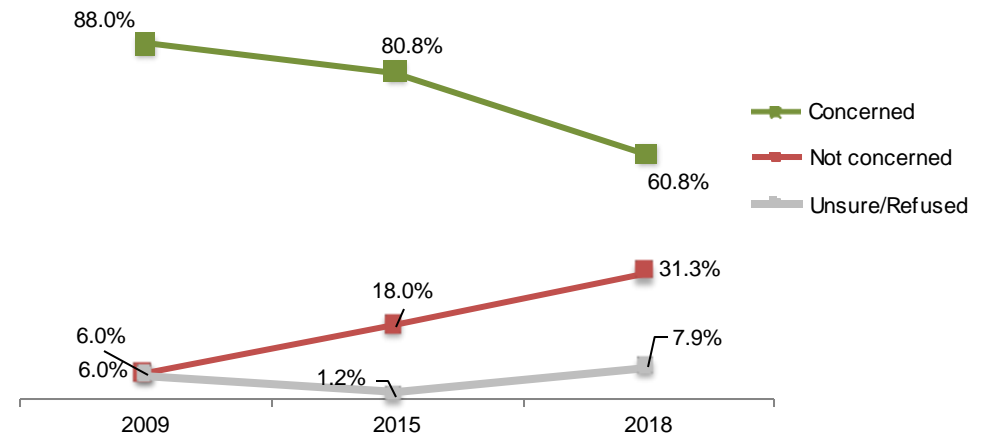
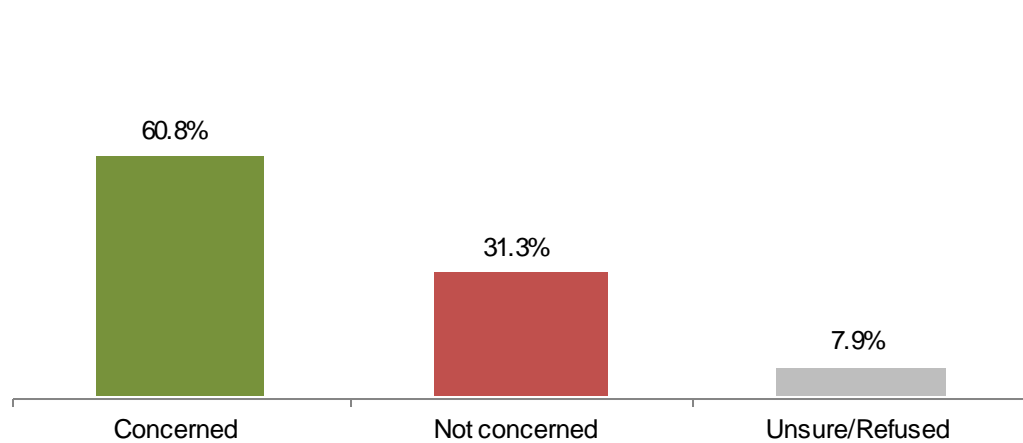
# Concern About Water Shortage



# Majority of respondents say they are concerned

About a possible water shortage

Question: Thinking about how much water is available to your community for the next five years, how concerned are you about a possible water shortage? [RECORD] [IF CONCERNED OR NOT CONCERNED>>>] And would you say that you are very concerned, somewhat concerned, not very concerned or not at all concerned?

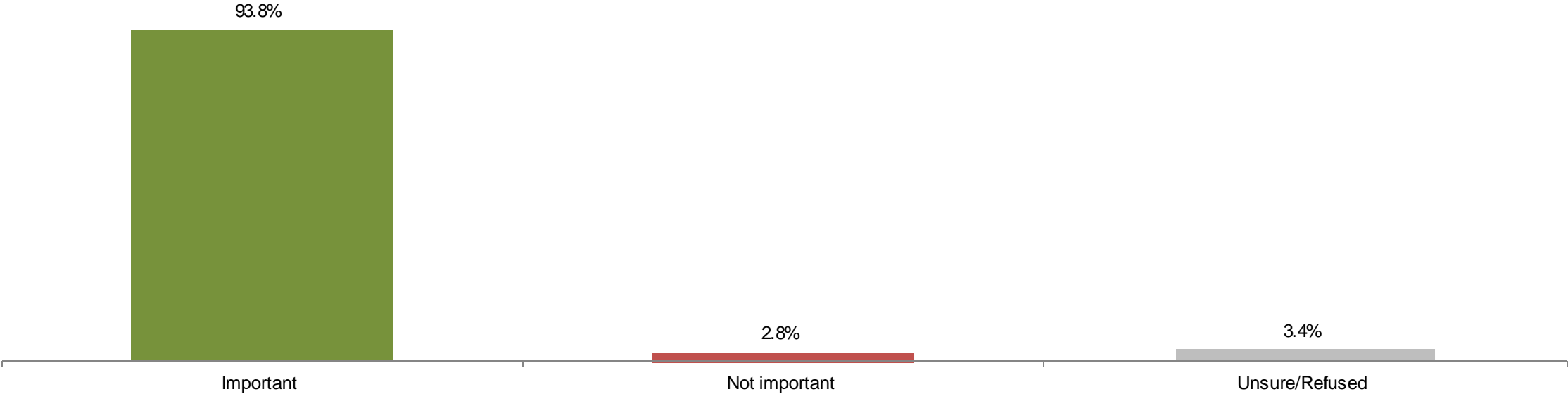


# **Importance of Water Infrastructure to Public Safety/Fire Safety**

# Majority say water infrastructure is important

To public safety/fire safety

Question: Thinking about water infrastructure and life in Marin, how important do you believe water infrastructure is to public safety/fire safety?

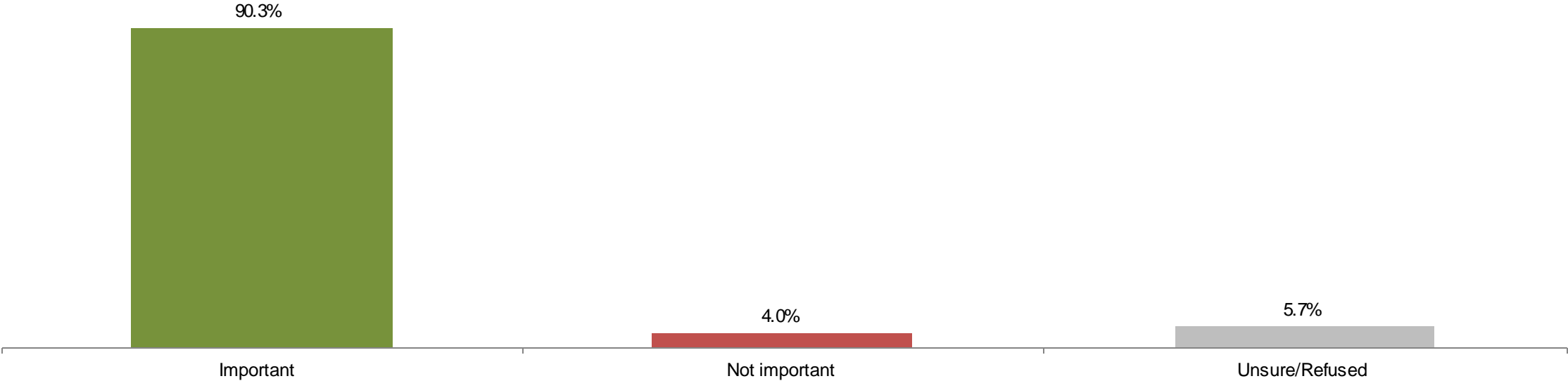


# **Importance of Water Infrastructure to the Economy/Businesses**

# Majority say water infrastructure is important

To the economy/businesses

Question: Thinking about water infrastructure and life in Marin, how important do you believe water infrastructure is to the economy/businesses?

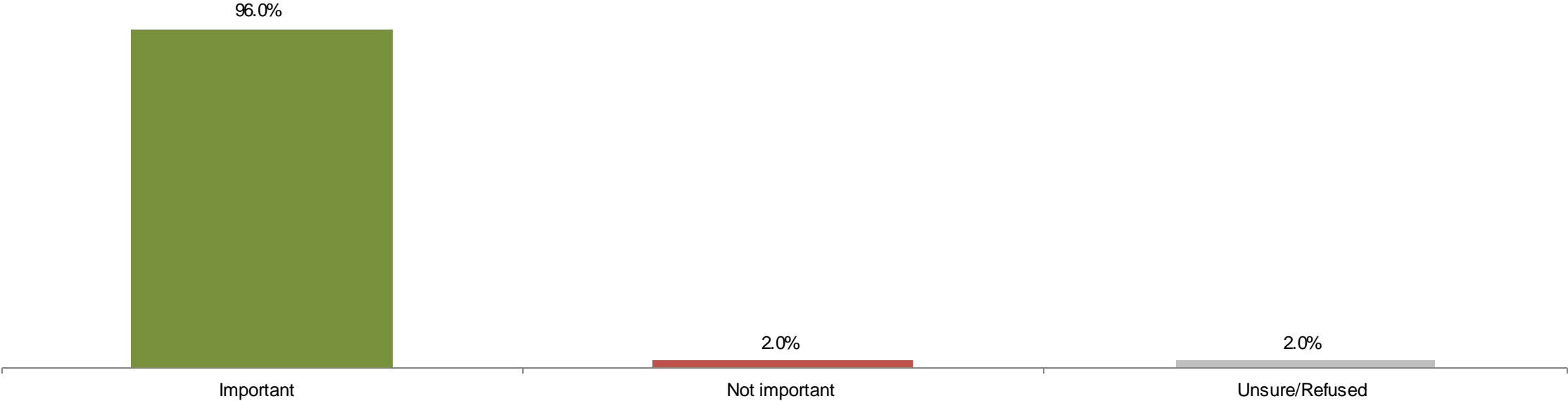


# **Importance of Water Infrastructure to Public Health**

# Majority say water infrastructure is important

To public health

Question: Thinking about water infrastructure and life in Marin, how important do you believe water infrastructure is to public health?



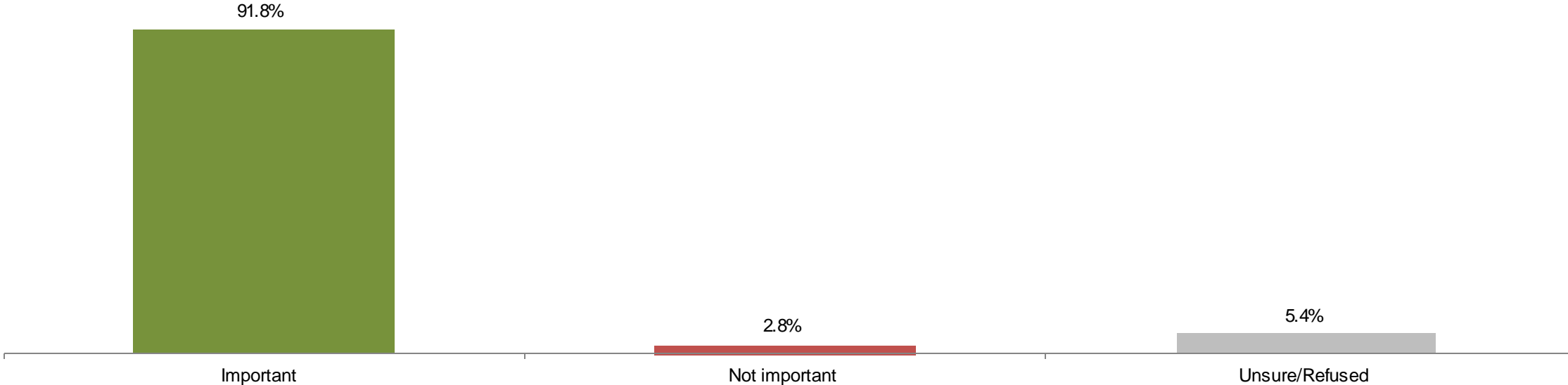
# **Importance of Watershed Management for Water Quality**



# Majority say it is important that MMWD manages

The watershed for water quality

Question: Thinking about our local water supply, how important to you is it that MMWD manages the watershed for water quality?

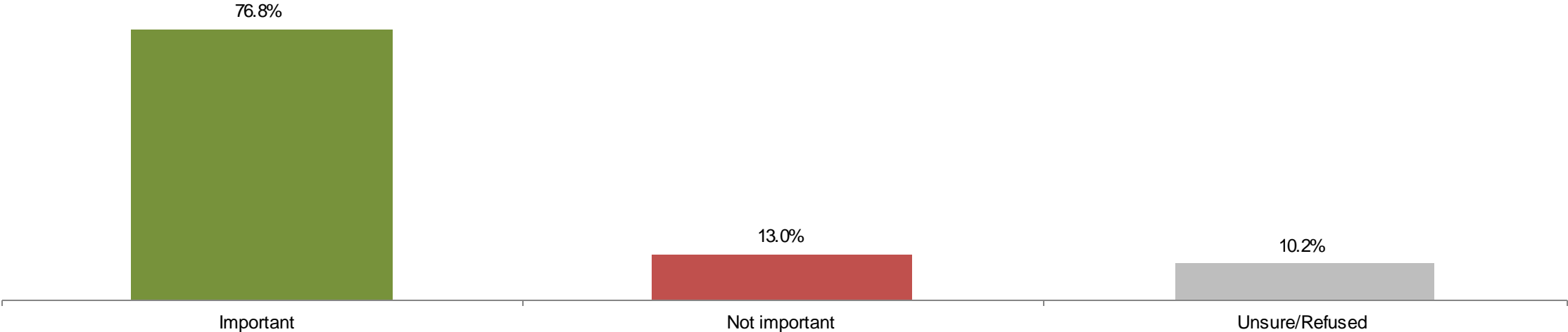


# **Importance of Watershed Management for Recreation and Open Public Access**

# Majority say it is important that MMWD manages

The watershed for recreation and open public access

Question: Thinking about our local water supply, how important to you is it that MMWD manages the watershed for recreation and open public access?

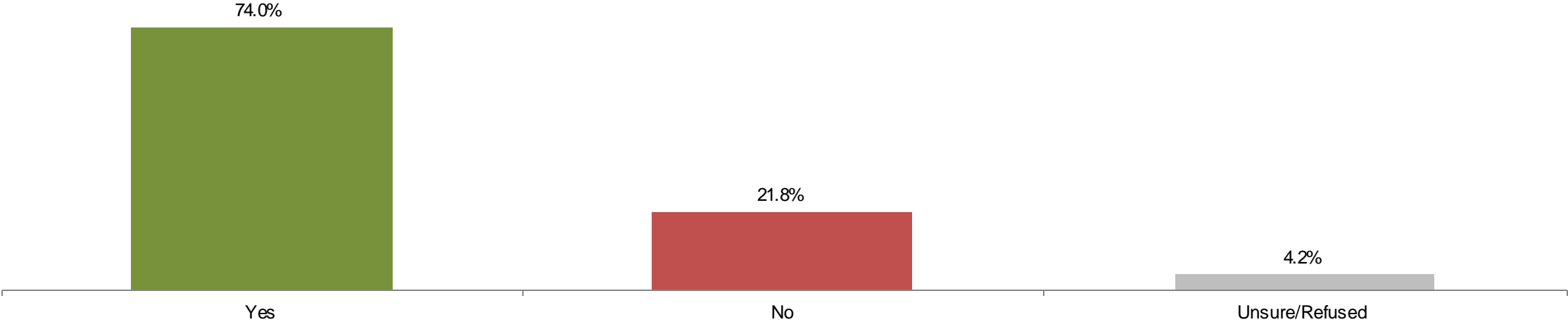


# **Awareness of Water Supply Source and Storage Reservoirs**

# Majority say they are aware that MMWD's water

Supply mostly comes from local rainfall and is stored in reservoirs on Mt. Tamalpais

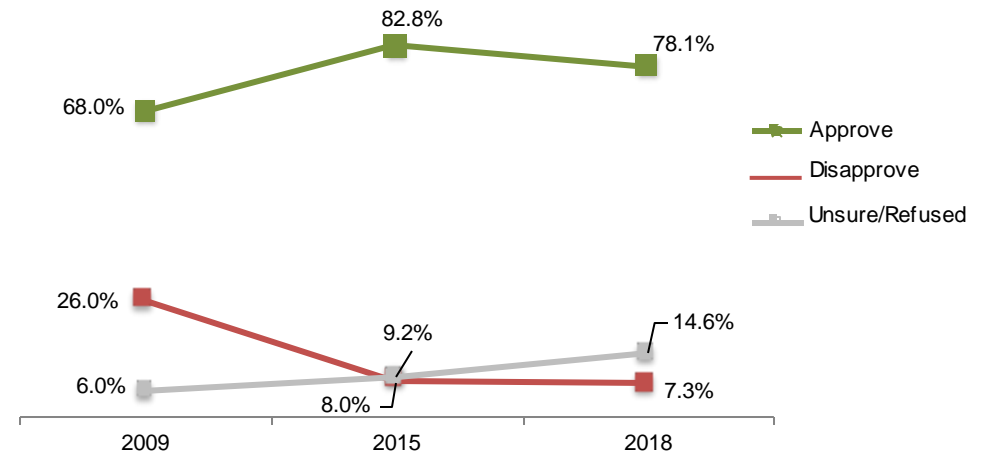
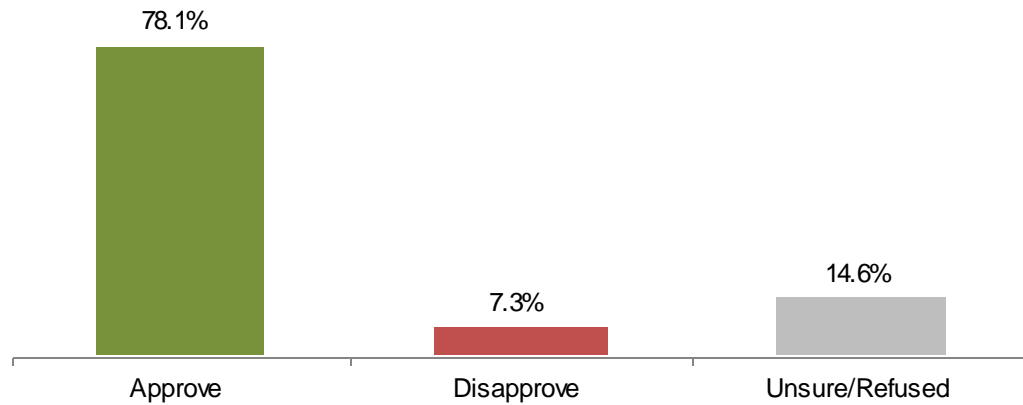
Question: Are you aware that 80% of MMWD's water supply comes from local rainfall and is stored in 7 reservoirs on Mt. Tamalpais?



# **Approval Rate of the Job MMWD is Doing**

# Majority say they approve of the job MMWD is doing

Question: The Marin Municipal Water District provides drinking water to 190,300 customers in central and southern Marin County. In general, do you approve or disapprove of the job that Marin Municipal Water District is doing? [RECORD] [IF APPROVE OR DISAPPROVE>>>] And would you say that you strongly or somewhat (approve/disapprove)?

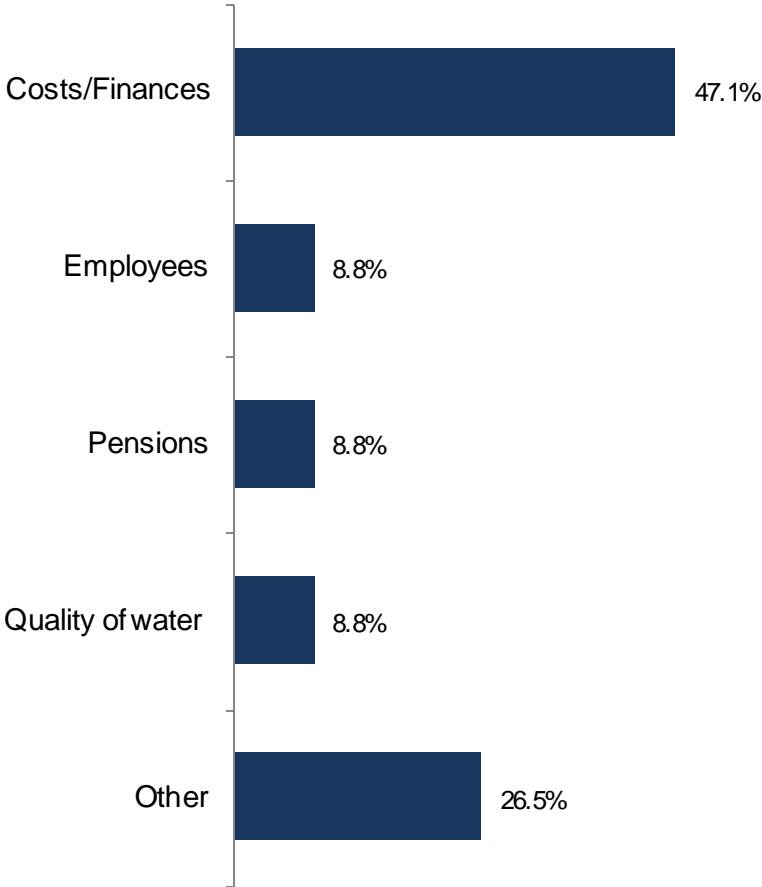


# Among the less than 10% who disapprove, cost is

The top reason cited

Question:  
agency?\*

Thinking specifically, what is it that Marin Municipal Water District is doing, or not doing, that leads you to disapprove of how they're performing as a water



\*ASKED OF THOSE WHO SAID "DISAPPROVE" TO Q13





# Good quality water is the top reason cited among Those who say they approve of how MMWD is doing

Question: Thinking specifically, what is it that Marin Municipal Water District is doing that leads you to approve of how they're performing as a water agency?\*



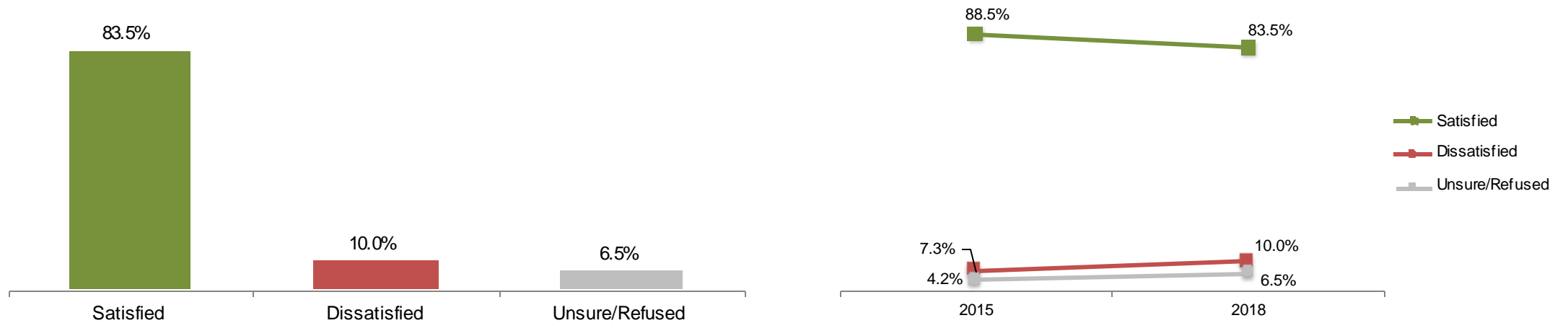
\*ASKED OF THOSE WHO SAID "APPROVE" TO Q13

# Satisfaction with Water Taste

# Majority of respondents say they are satisfied

With the taste of their drinking water

Question: Are you satisfied with the taste of the drinking water that comes out of the tap in your home? [RECORD] [IF SATISFIED OR DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied) with MMWD water?\*



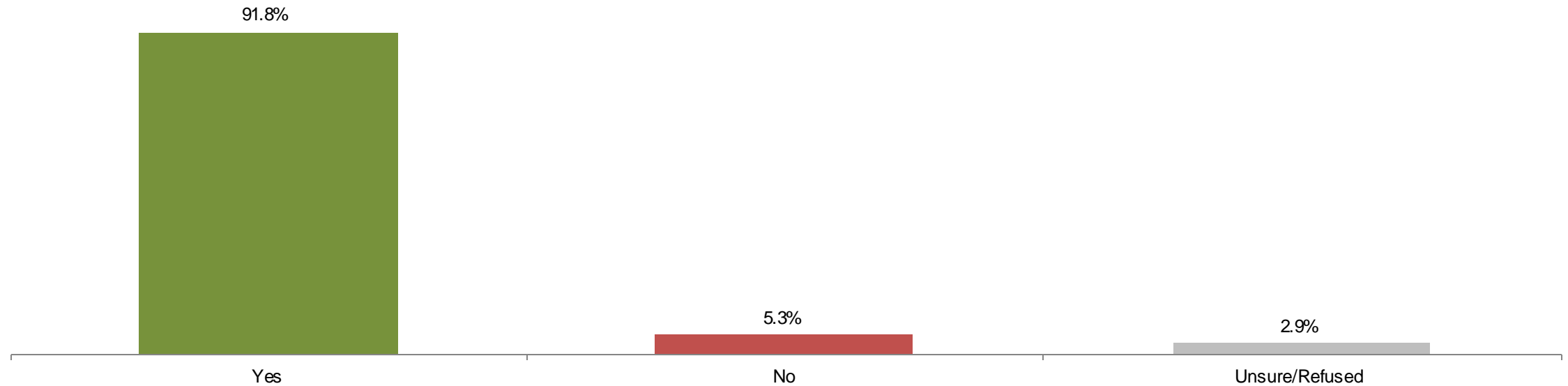
\*Wording in 2015 survey varies slightly

# Changes in Water Use During Drought

# 91.8% say they reduced their water use

During the drought

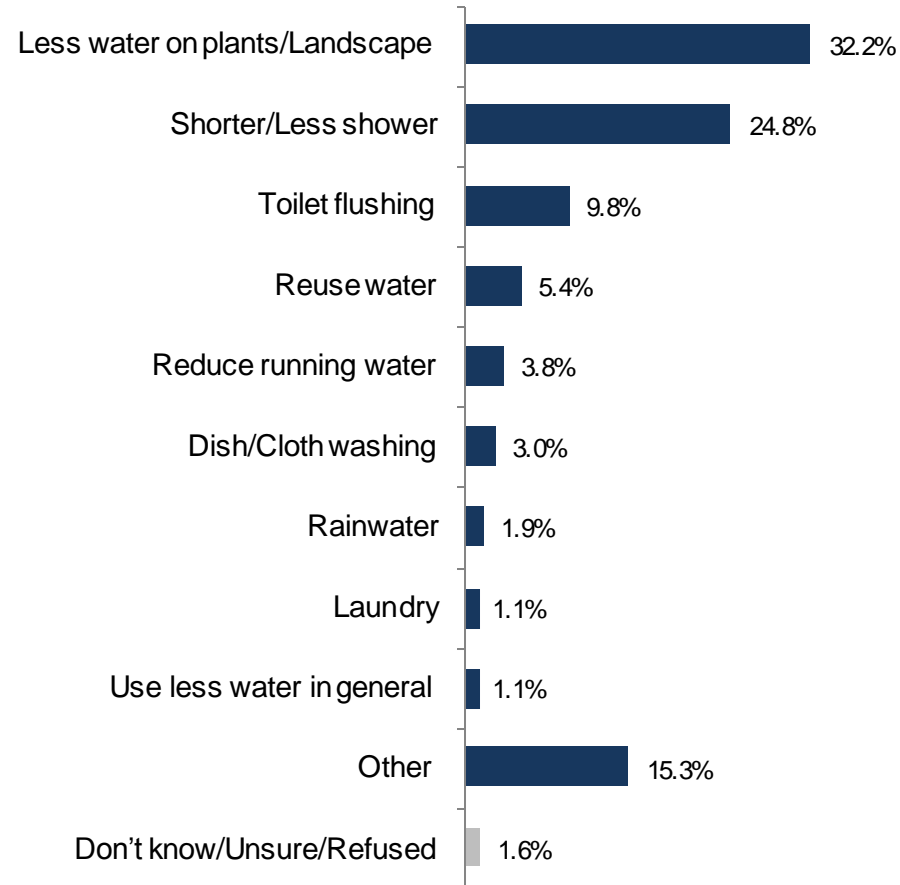
Question: Did you reduce your water use during the drought?



# Less water on plants is how most say they reduced

Water use during the drought

Question: What specific actions did you take to reduce your water use during the drought?\*

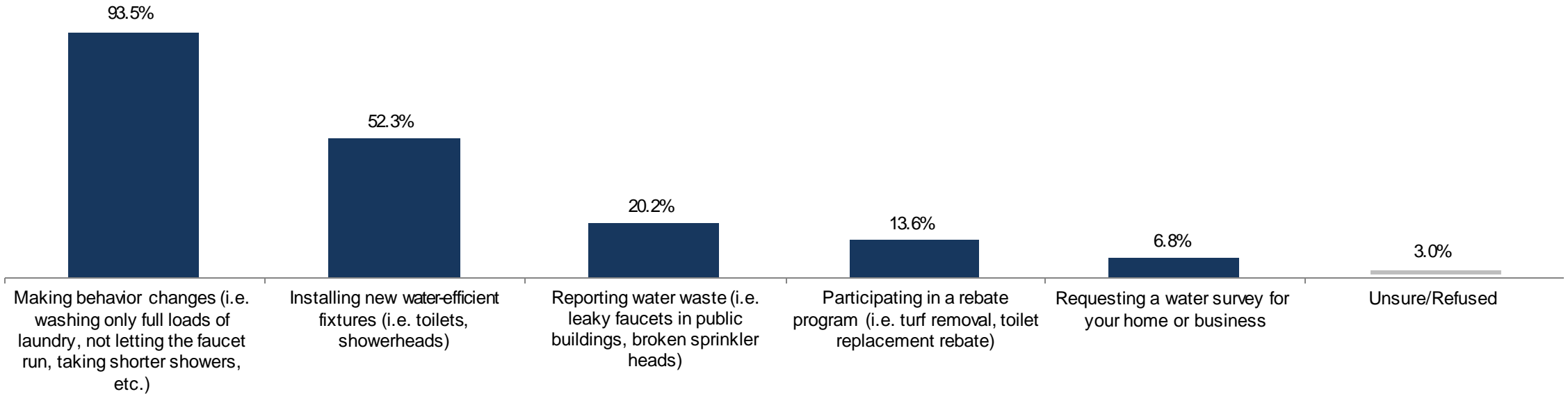


\*ASKED OF THOSE WHO SAID "YES" TO Q17

# Making behavior changes is most often cited

As a way to try to use less water

Question: Did you try to use less water by doing any of the following?\*



\*ASKED OF THOSE WHO SAID "YES" TO Q17

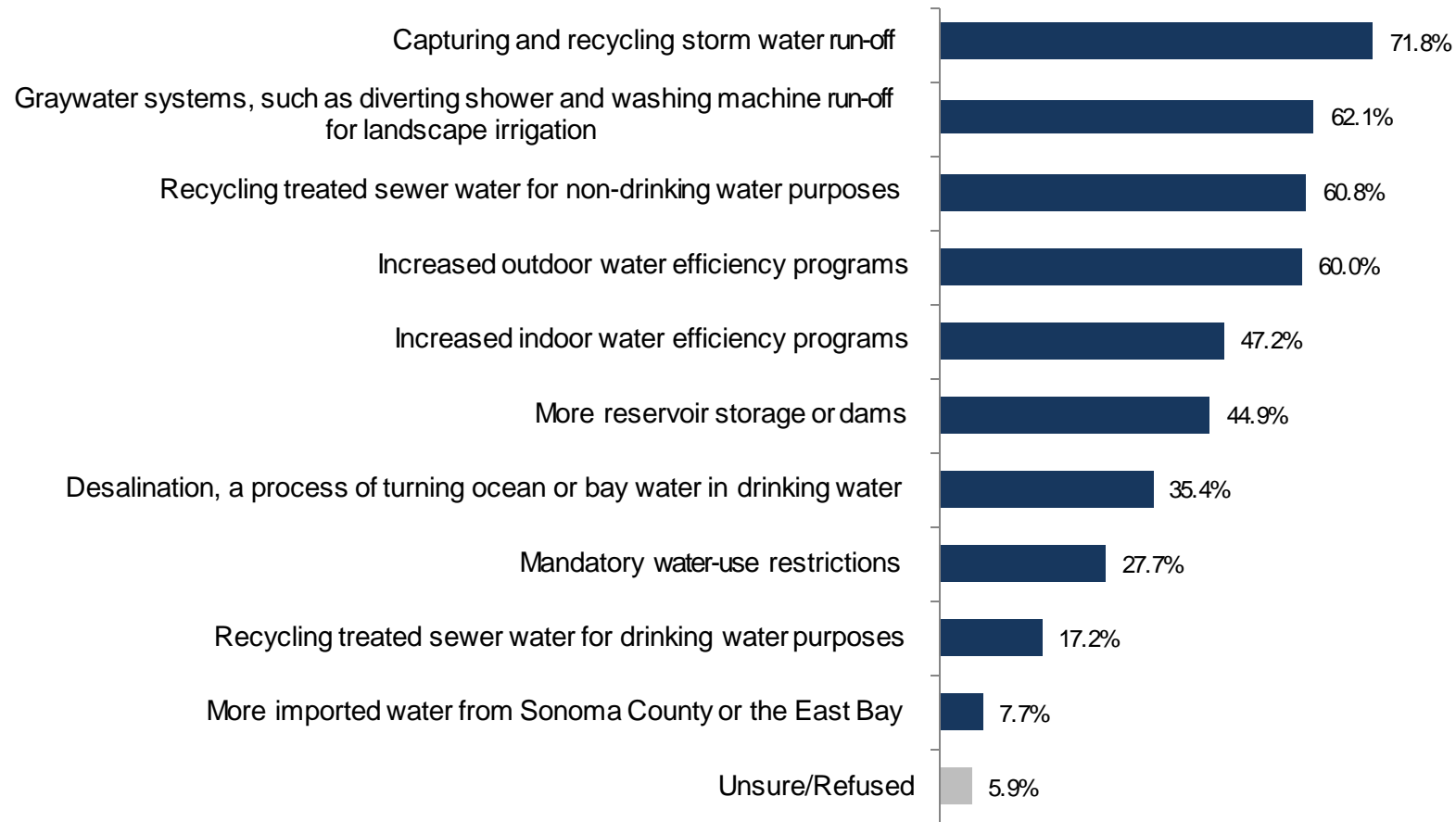
# **Best Way for MMWD to Ensure Reliable Local Water Supply**



# Capturing and recycling storm water run-off

Is the best way to ensure reliable local water supply, according to respondents

Question: What is the best way for Marin Municipal Water District to ensure a reliable local water supply for its consumers? Choose as many as you like, or none at all.

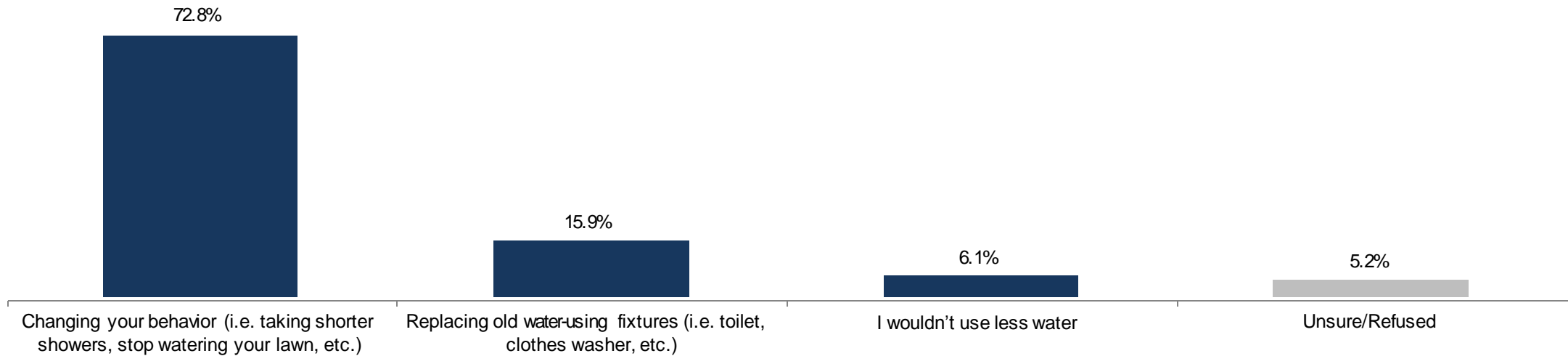


# Preferences for Using Less Water in Future Drought

# Respondents say they would change their behavior

To use less water in another drought

Question: Imagine that California and Marin Municipal Water District were facing another prolonged drought that required all customers to use less water. How would you prefer to use less water?

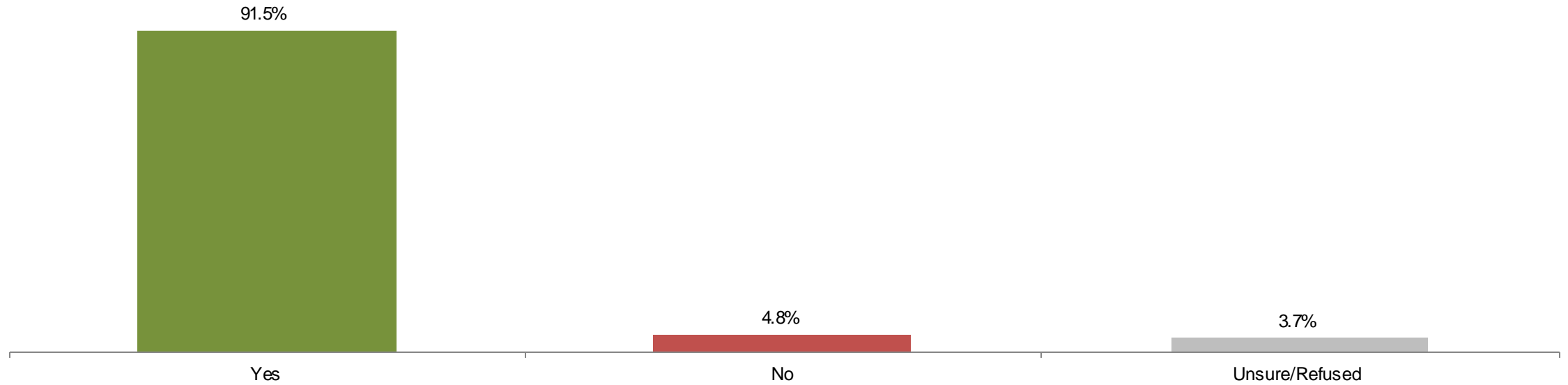


# **Importance of Conserving Water When Not in Drought**

# 91.5% say it is important to conserve water

Even if California is not in a drought

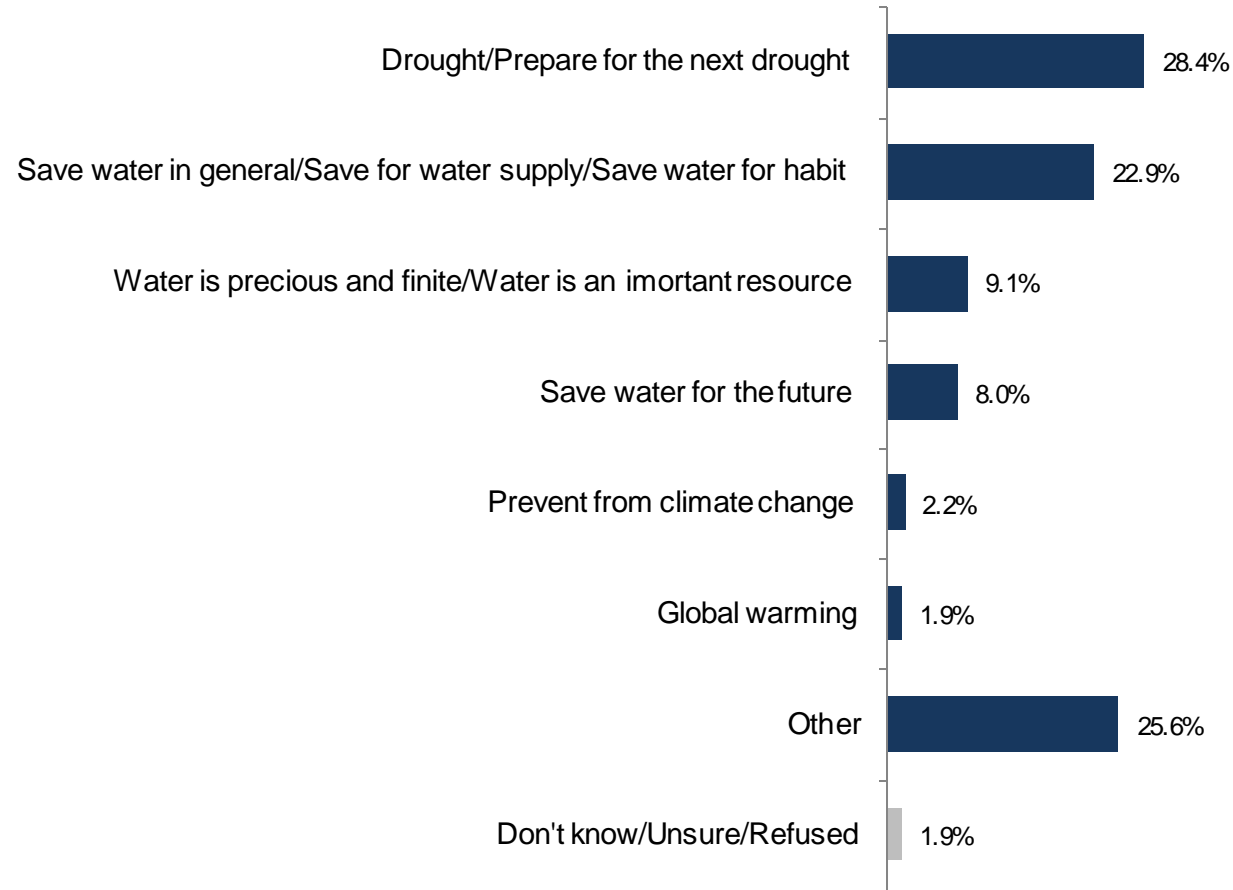
Question: Do you believe it's important to conserve water even if California is not in a drought?



# Prepare for the next drought is why most say

It is important to conserve water even if California is not in a drought

Question: Why do you believe it is important to conserve water even if California is not in a drought?\*

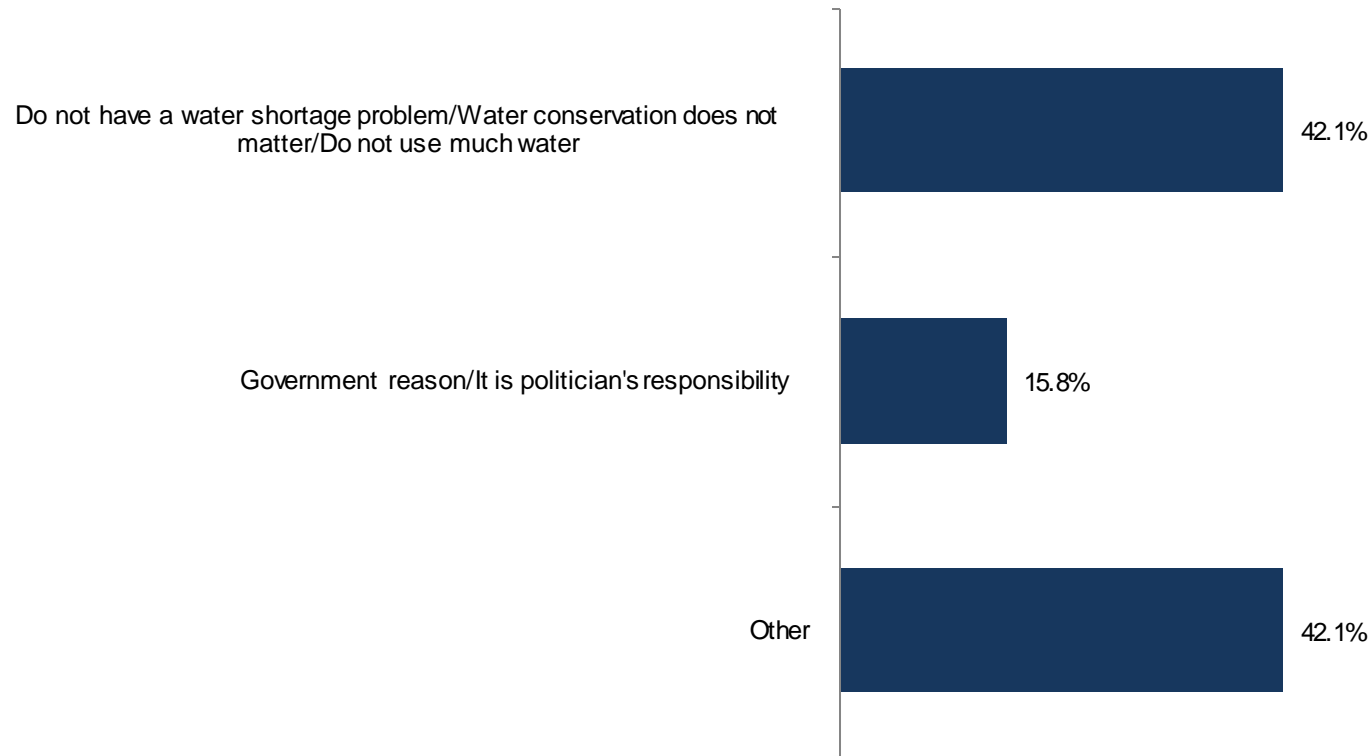


\*ASKED OF THOSE WHO SAID "YES" TO Q22

# Do not think there is a water shortage is why some say

It is not important to conserve water even if California is not in a drought

Question: Why do you believe it is not important to conserve water even if California is not in a drought?\*



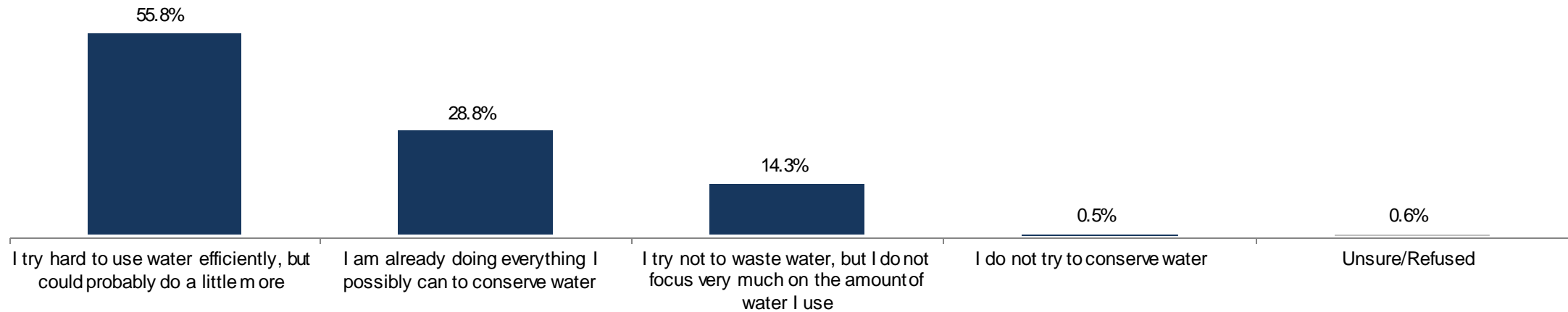
\*ASKED OF THOSE WHO SAID "NO" TO Q22

# Using Water More Efficiently



# Most respondents identify with the statement: “I try Hard to use water efficiently, but could probably do a little more”

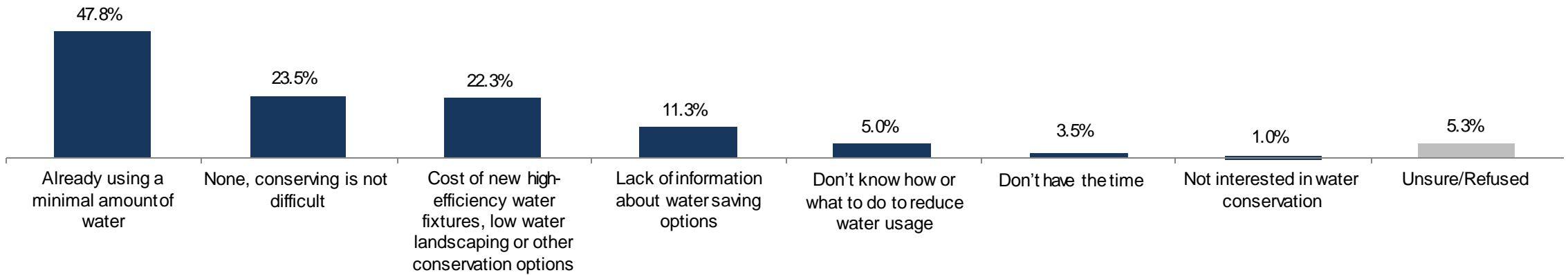
Question: Which of the following statements best describes your current efforts to use water efficiently?



# Challenges Related to Conserving Water

# Respondents cite they are already using a minimal amount of water as top challenge that makes conserving water difficult

Question: Thinking about using water more efficiently, which, if any, of the following challenges make it difficult for you to conserve more water?



# **Case for Water Rate Increase**

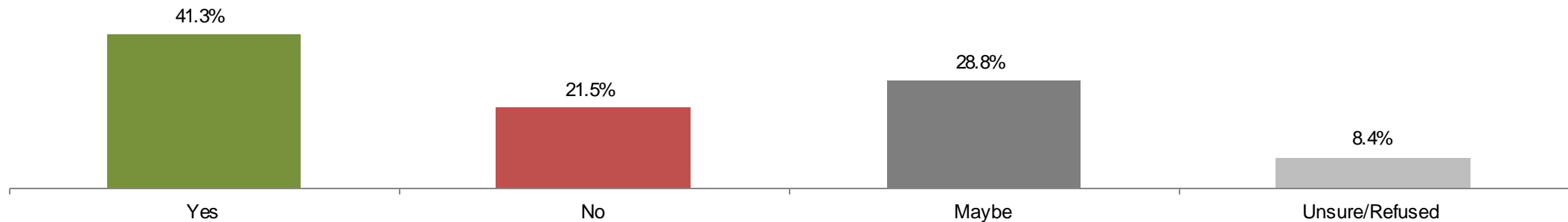
# 41.3% say this does make a compelling case

For why they might be paying more for water even if they are conserving more

Question: Per capita water use in the Marin Municipal Water District service area has been steadily going down over the past decade. Factors include more efficient fixtures inside of our homes, such as toilets, showerheads and clothes washers, property owners changing their landscaping to require less irrigation, and people generally conserving more.

At the same time, the fixed costs to deliver water to homes and businesses and maintain the water system continues to increase. Fixed costs include testing and treating water to make sure it meets all federal and state quality standards, maintaining the water system to fix leaks, ensuring pipes, pumps, reservoirs and wells work properly, ensuring that fire hydrants are fully functional, paying for electricity to operate the system, and maintaining 120,00 acres of watershed as open space. As a result, revenue from water sales does not fully cover the cost of providing water services.

Does this make a compelling case for why you might be paying more for water today, even if you conserve water and/or use less water?

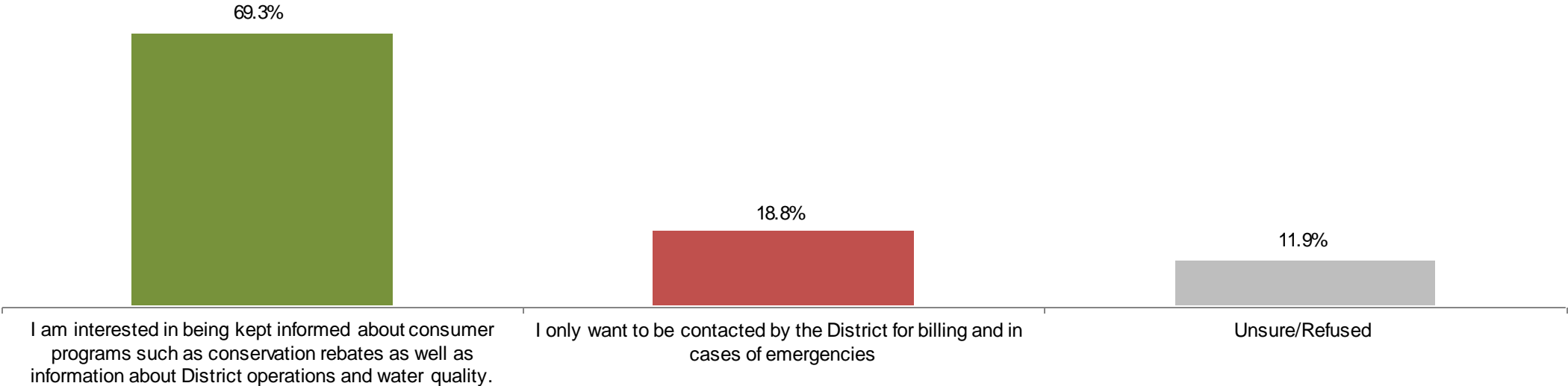


# Preferences for Being Contacted by MMWD

# Majority say they are interested in being informed

About consumer programs and information about operations/water quality

Question: Marin Municipal Water District would like to strike a balance between being fully transparent, providing its customers with information about its operations and programs while not inundating customers with unnecessary communications. Please select one of the following statements that most closely matches your opinion.

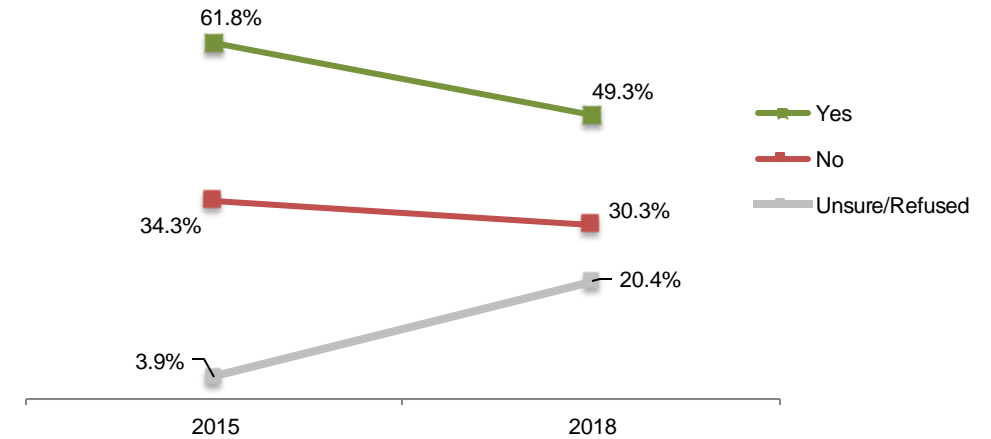
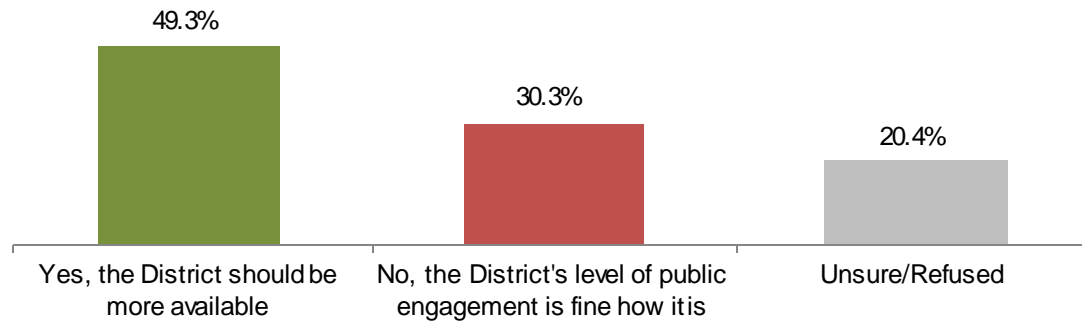


# **Preferences for MMWD's Level of Public Engagement**



# 49.3% say the District should be more available

Question: Do you feel that Marin Municipal Water District should be more available as a community partner, such as inviting the public to tour facilities, placing District logos on infrastructure such as water tanks, publicly-accessible watershed and recycling facilities, and holding more outreach events to educate the public about conservation and other District initiatives?\*



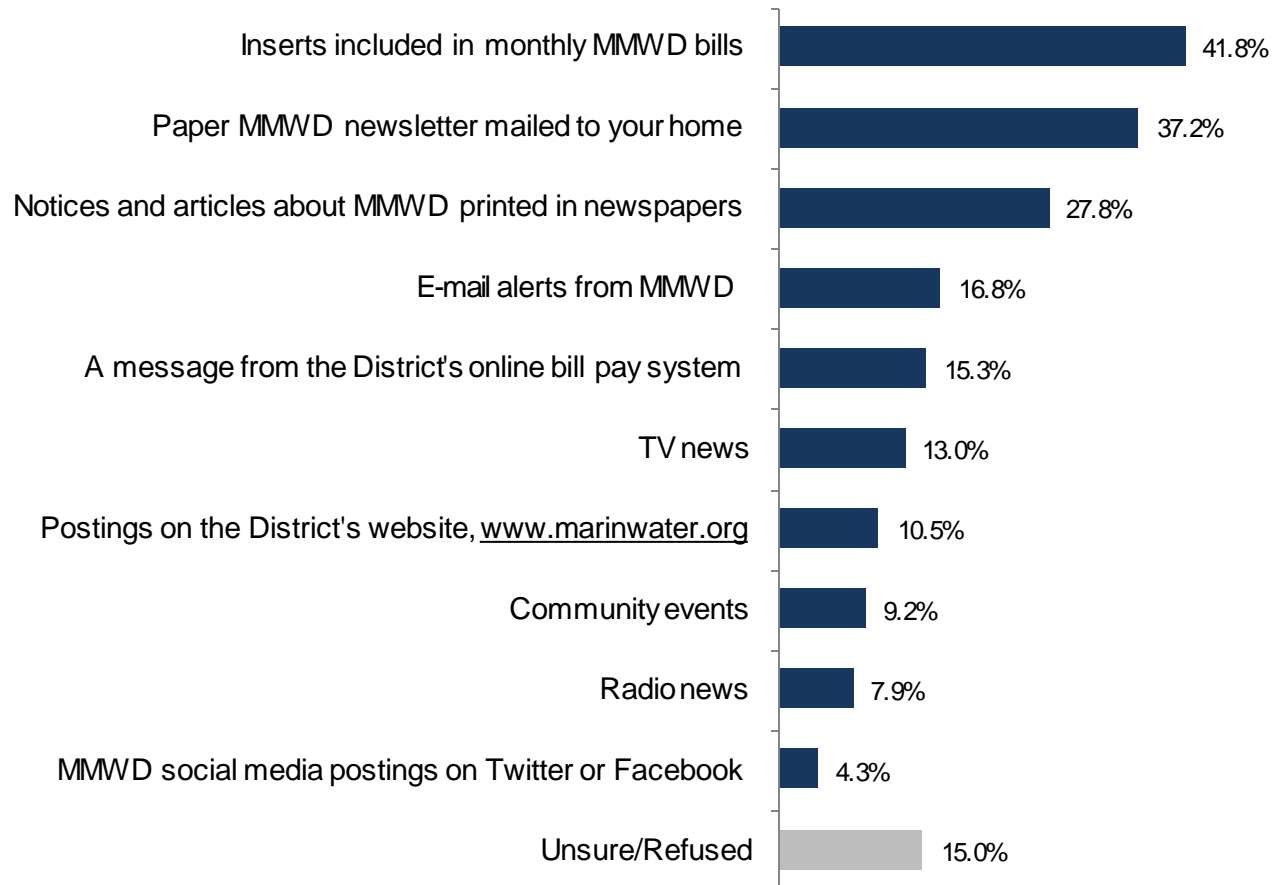
\*Wording in 2015 survey varies slightly

# **Current Sources of Information About MMWD**

# Most respondents cite inserts in monthly bills

As the way they currently receive information about MMWD and water-related issues

Question: How do you currently receive information about Marin Municipal Water District and water-related issues? Choose as many as you like, or none at all.

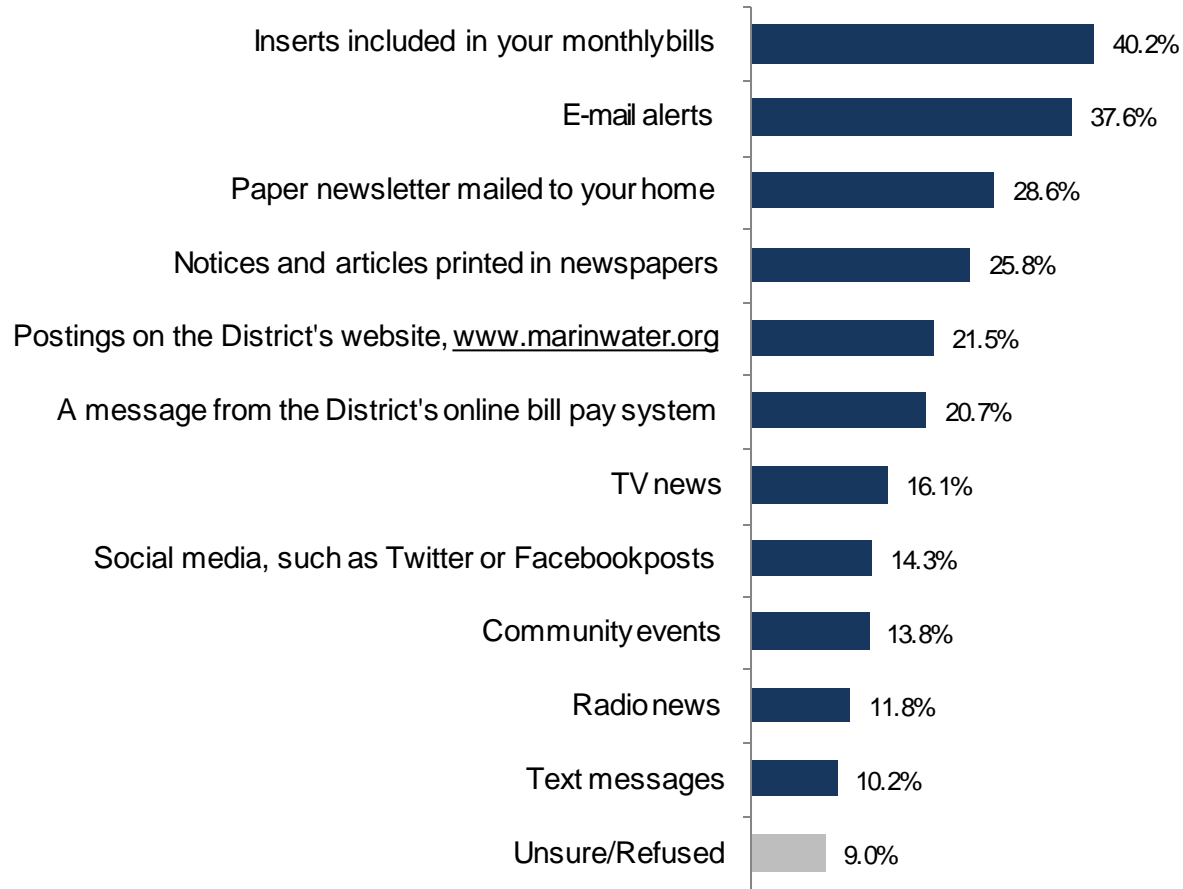


# Preferences for Staying Informed

# Most say they prefer inserts included in their bills

As a way to stay informed about local water and water-related issues

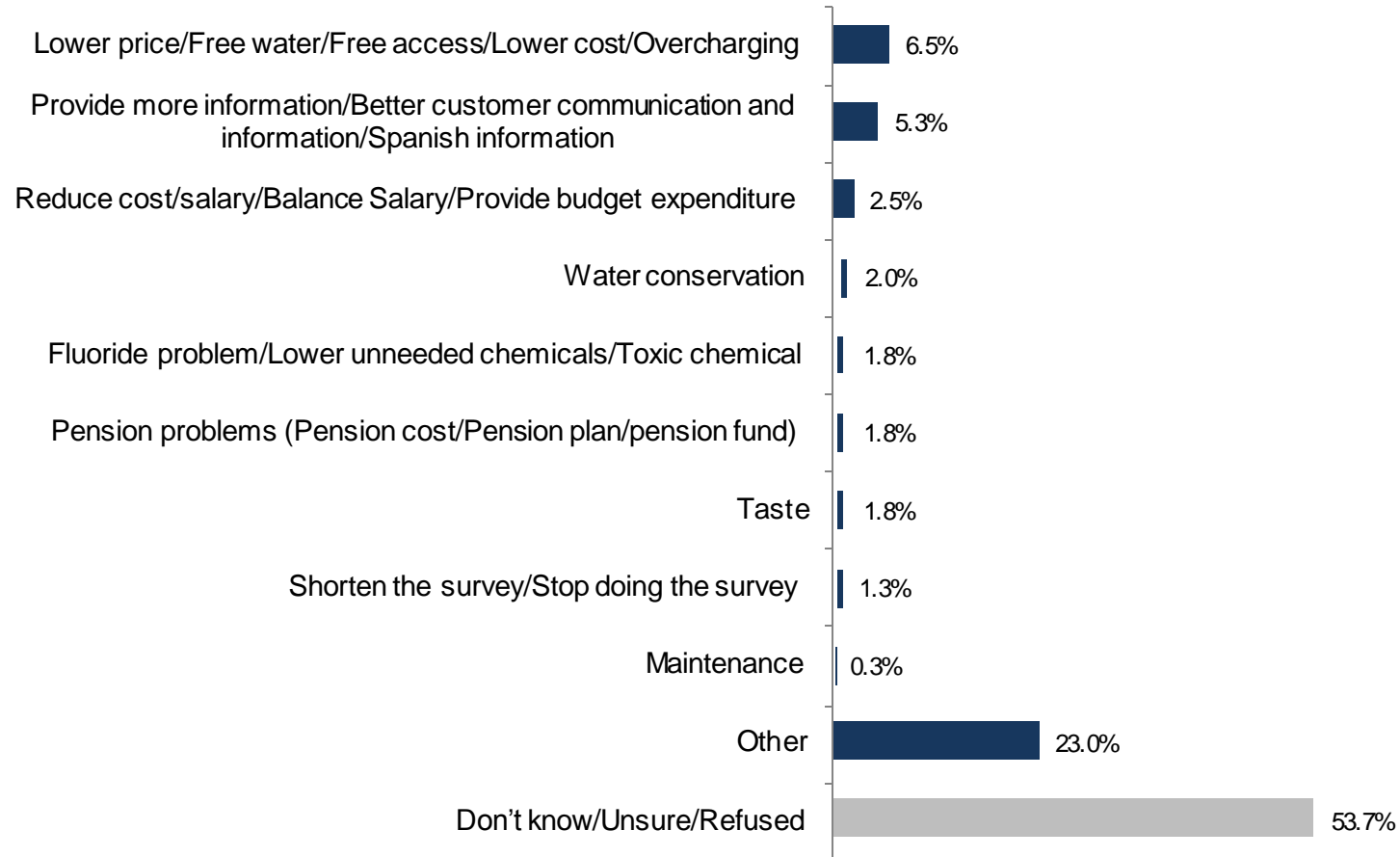
Question: How would you prefer that Marin Municipal Water District keep you informed about local water and water-related issues? Choose as many as you like, or none at all.



# **Ways MMWD Can Improve Their Service**

# 6.5% say MMWD could improve its service by Lowering prices

Question: In general, is there any way that you feel the Marin Municipal Water District could improve its service to you or the community?

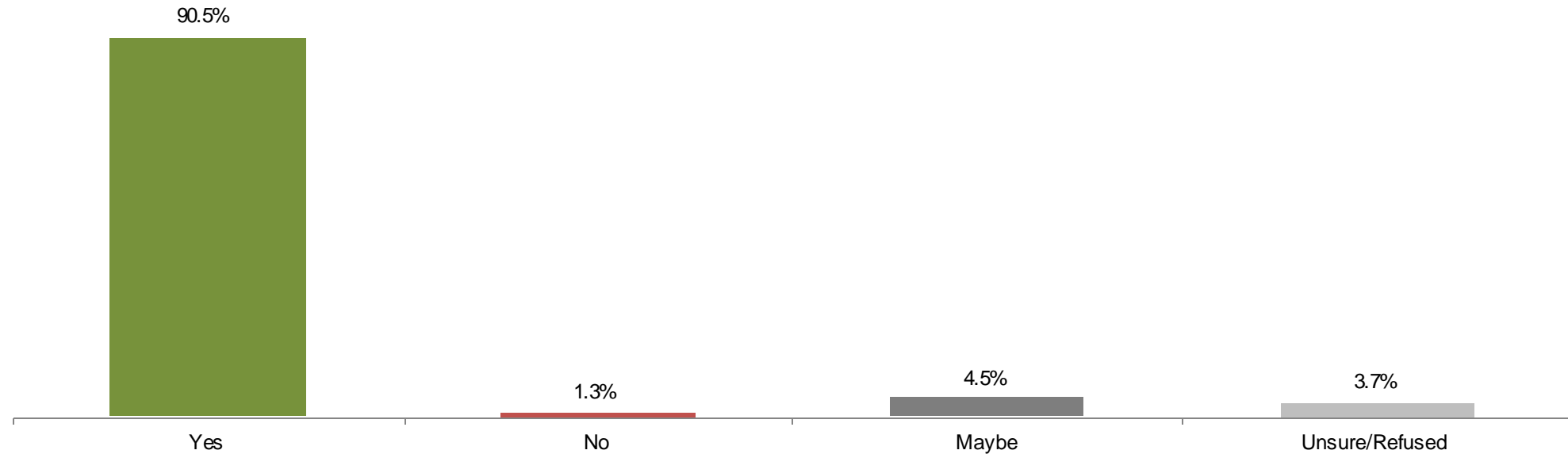


# **Respondent Support for MMWD's Efforts**



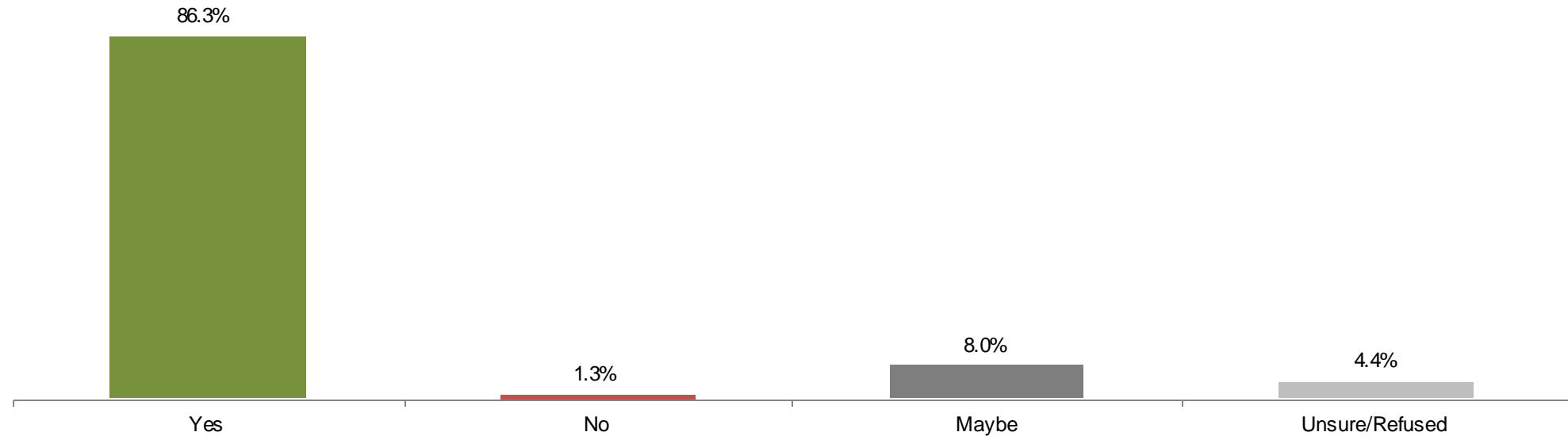
# Majority say they support MMWD's efforts to maintain Its water infrastructure

Question: Do you support Marin Municipal Water District's efforts to maintain its water infrastructure, such as pipes, tanks, and pumpstations?



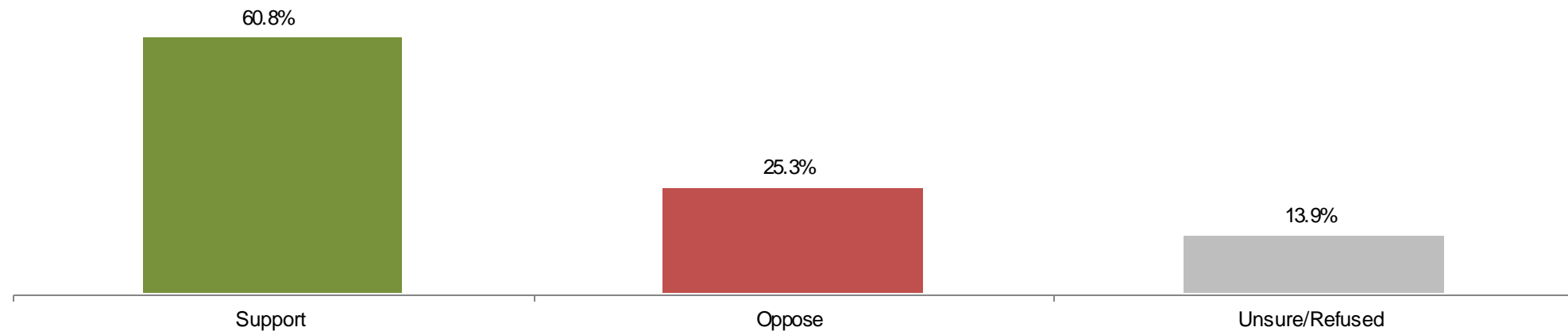
# Majority say they support MMWD's efforts to modernize Its water infrastructure

Question: In general, do you support the Marin Municipal Water District's efforts to modernize its water infrastructure, such as pipes, tanks, and pumpstations?



# Majority say they support even if it means raising rates

Question: Would your response to the question above remain the same if maintaining and modernizing its water infrastructure requires the District to raise rates?  
[RECORD] [IF SUPPORT OR OPPOSE>>>] And would you say that you definitely or probably (support/oppose)? [IF UNSURE>>>] And would you say that you would lean one way or the other?

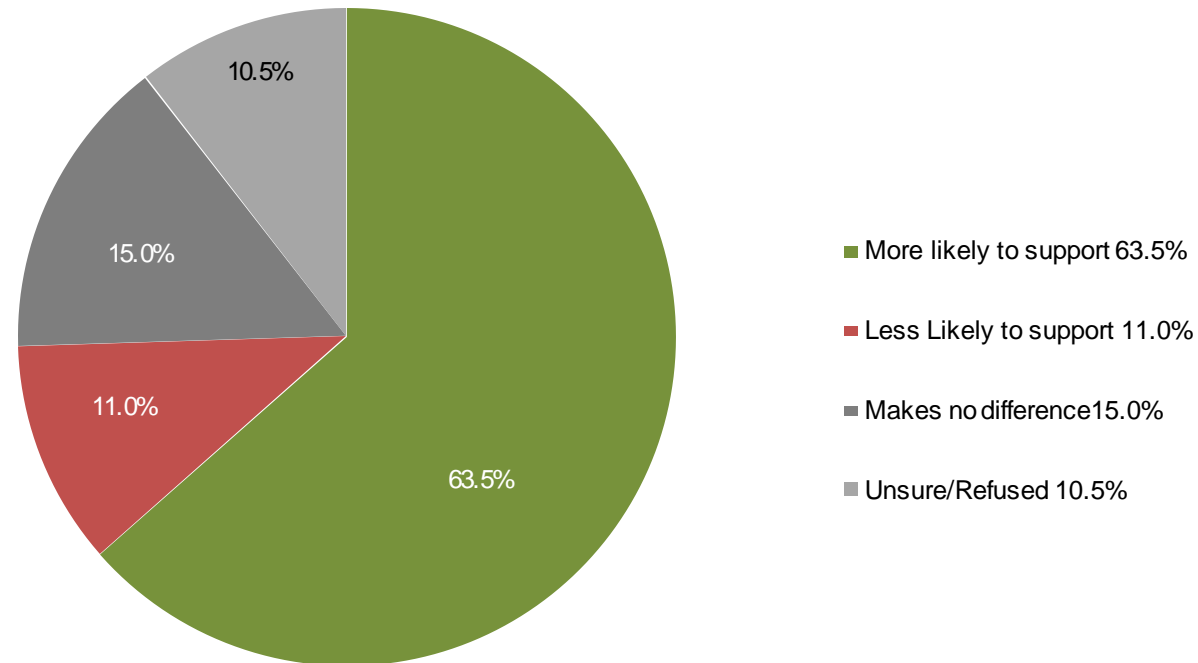


# **Willingness to Pay for Expanded Recycled Water System**

# Majority say they would be more likely to support

Higher rates if they knew it was for expanding recycled water system

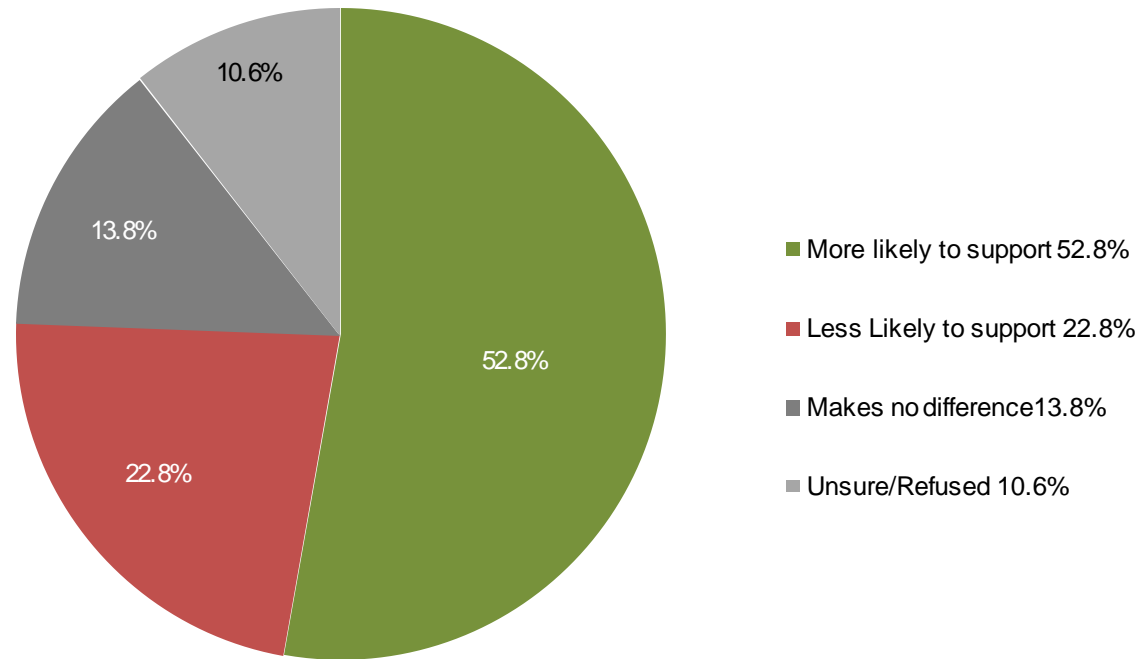
Question: Marin Municipal Water District recycles more than two million gallons of water per day. Would you be more likely or less likely to support higher rates if you knew that your rates would support expanding our recycled water system to reduce demand on our drinking water supply? [RECORDED] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



# Majority say they would be more likely to support

Higher rates if they knew it was for environmental conservation

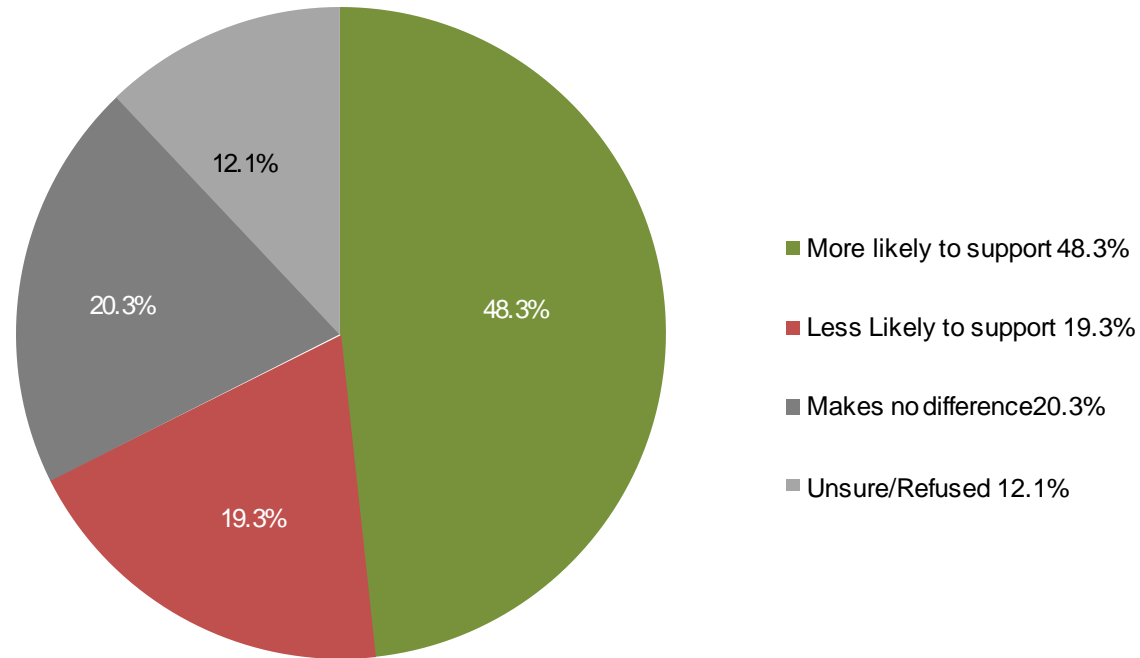
Question: Would you be more likely or less likely to support higher rates if you knew that your rates would support investing in environmental conservation, such as habitat improvement projects for Lagunitas Creek, home to endangered and threatened wildlife species? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



# 48.3% say they would be more likely to support

Higher rates if they knew it was for rebates and education programs

Question: Would you be more likely or less likely to support higher rates if you knew that Marin Municipal Water District was funding more rebates and education programs to encourage greater water use efficiency as an alternative to more costly infrastructure investments? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?



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# Questions?

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Opinion Research on  
Elections and Public Policy

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